



WJLA-TV/DT WASHINGTON, DC

Contract # 193400

Schedule Dates 08/11/12-08/17/12

Date Entered 08/10/12

By Broadcast Month

Spots 90

Rate \$105,700.00

Advertiser

Republican National Committee (10079)



WJLA-TV/DT WASHINGTON, DC

National Media Inc
815 Slates Lane
Alexandria, VA 22314

Contract # 193400

Date Entered 08/10/12
Last Modified 08/10/12
Entered By Susan Petro
CO-OP No

WJLA Arlington (WJLA)
By Broadcast Month
Spots 90 \$105,700.00
Aug. 2012
Grand Total: 90 \$105,700.00

Schedule Dates	08/11/12-08/17/12
Advertiser	Republican National Committee (10079)
Agency/T-Code	National Media Inc (1296)/ELECTRONIC
Product	Political-Political (1088)
Brand	Est 2994 Aug 11-17 (70786)
Salesperson	Monares, Barbara (1108)
Sales Office	WJLA - Core Team
Buyer Name	MORRIE, MICHELLE
Phone/Fax	/
CPE	RNC/446 - VA/2994 RNC 8/11-8/17
Account Types	Local/Political Issue Agency
Billing Type	Standard
Comments	Est.2994 8/11-8/17 RNC

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered	
10.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	2003B- NEWS-ABC 7 NEWS @ 11P	1	1	1	1	1			5	\$2,400.00	\$12,000.00	WJLA Arlington (WJLA)		8/10/12		
11.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	7:27P- JEEPARDY	1	1	1	1	1			5	\$2,800.00	\$14,000.00	WJLA Arlington (WJLA)		8/10/12		
12.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	6:58P- WHEEL OF FORTUNE	1	1	1	1	1			5	\$2,400.00	\$12,000.00	WJLA Arlington (WJLA)		8/10/12		
13.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	5:59P- NEWS-ABC 7 NEWS @ 6P	1	1	1	1	1			5	\$1,200.00	\$6,000.00	WJLA Arlington (WJLA)		8/10/12		
14.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	4:58P- NEWS-ABC 7 NEWS @ 5P	2	2	2	2	2			10	\$700.00	\$7,000.00	WJLA Arlington (WJLA)		8/10/12		
15.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	9A- LIVE!						2	2	2	2	10	\$600.00	\$6,000.00	WJLA Arlington (WJLA)		8/10/12
16.0	Normal Line / SPOT	08/13/12-08/16/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA						2	2	2	2	8	\$950.00	\$7,600.00	WJLA Arlington (WJLA)		8/10/12
17.0	Normal Line / SPOT	08/17/12-08/17/12	2	:30	6:59A- ABC-GOOD MORNING AMERICA						2		2		\$950.00	\$1,900.00	WJLA Arlington (WJLA)		8/10/12	
18.0	Normal Line / SPOT	08/13/12-08/17/12	2	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A						2	2	2	2	10	\$450.00	\$4,500.00	WJLA Arlington (WJLA)		8/10/12
19.0	Normal Line / SPOT	08/17/12-08/17/12	2	:30	7:57P- ABC-SHARK TANK						1		1		\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)		8/10/12	
20.0	Normal Line / SPOT	08/17/12-08/17/12	2	:30	9:01P- ABC-20/20						2		2		\$4,000.00	\$8,000.00	WJLA Arlington (WJLA)		8/10/12	

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:



WJLA-TV/DT WASHINGTON, DC

Contract # 193400

Date Entered 08/10/12

Last Modified 08/10/12

By Broadcast Month

Spots

Rate

Schedule Dates 08/11/12-08/17/12

Advertiser Republican National Committee (10079)

Agency/T-Code National Media Inc (1296)/ELECTRONIC

Product Political-Political (1086)

Brand Est 2094 Aug 11-17 (70786)

Salesperson Monares, Barbara (1108)

Buyer Name MORRIE,MICHELLE

Phone/Fax /

CPE RNC/446 - VA/2094 RNC 8/11-8/17

Account Types Local/Political Issue Agency

Billing Type Standard

Comments Est 2094 8/11-8/17 RNC

Date Entered 08/10/12

Last Modified 08/10/12

Entered By Susan Petro

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal Commission %

Commission \$15,855.00

Net Total \$89,845.00

Sales Tax

By Broadcast Month

Spots

Rate

Aug. 2012

90

\$105,700.00

Grand Total:

90

\$105,700.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
21.0	Normal Line / SPOT	08/11/12-08/11/12	2	:30	6:28P- 6:30P (EST)								1	1	\$750.00	\$750.00	WJLA-Arlington (WJLA)		8/10/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

193400 ✓

New Order

Agency: National Media Research Planning & Station:
Placement, LLC.

Office: Alexandria

Client: 20 - RNC

Product: 446 - VA

Piggyback Product:

Estimate: 2994 - TV Aug 11 - 17

WJLA-TV

Flight Start: 08/11/2012
Flight End: 08/17/2012

Cancel Date:

Hiatus:

Billing Cycle:

Billing Calendar:

Received in ePort: 8/9/2012 4:12:39 PM

Primary Demo:

A35-64

Airtime Dollars: \$105,700.00
Interactive Dollars: \$0.00
Non-Airtime Dollars: \$0.00

Demo 2:

Total Dollars: \$105,700.00

Demo 3:

Total Spots: 90

GRP:

Local

CPP:

WJLA-TV

GIMP:

Barbara Monares

CPM:

AE:

Phone:

OrderID:

Status:

2245376

New

Comments:

MarketShare:

Daily Airtime Lines

Line No	Daypart (Program)	DPT Code	Rate	C/T	Len	8/11	8/12	8/13	8/14	8/15	8/16	8/17	A35-64				
													Total Spots	Rtg	CPP	Imp	CPM
18	Su 6P-7P ABC7 NW AT 630	EN	\$750.00	C	30	0	2	0	0	0	0	0	2	1.00	\$750.00	0	\$0.00
17	Su 11P-12A ABC7 NWS AT 11	LN	\$1,400.0	C	30	0	2	0	0	0	0	0	2	1.50	\$933.33	0	\$0.00
16	Sa 11P-12A ABC7 NWS AT 11	LN	\$1,200.0	C	30	2	0	0	0	0	0	0	2	1.30	\$923.08	0	\$0.00
15	Sa 10P-11P CASTLE	PT	\$1,500.0	C	30	2	0	0	0	0	0	0	2	1.00	\$1,500.0	0	\$0.00
14	Sa 8P-10P ABC SAT MOVIE	PT	\$1,500.0	C	30	2	0	0	0	0	0	0	2	1.00	\$1,500.0	0	\$0.00
13	Sa 6P-7P ABC-NWS SAT	EN	\$750.00	C	30	2	0	0	0	0	0	0	2	1.00	\$750.00	0	\$0.00
12	F 9P-11P 2020	PT	\$4,000.0	C	30	0	0	0	0	0	0	2	2	1.80	\$2,222.2	0	\$0.00
11	F 8P-9P SHARK TANK-ABC	PT	\$3,500.0	C	30	0	0	0	0	0	0	1	1	1.50	\$2,333.3	0	\$0.00
10	MTuWThF 12:05A- 1:05A J KIMMEL-ABC<	LF	\$400.00	C	30	0	0	0	2	2	2	2	10	0.70	\$571.43	0	\$0.00
9	MTuWThF 11:35P- 12:05A ABC-NITELINE<	LF	\$1,000.0	C	30	0	0	1	1	1	1	1	5	1.00	\$1,000.0	0	\$0.00

New Order (Page 2)

Agency: National Media Research Planning & **Station:** Station
Placement: Placement, LLC.

WJLA-TV

Order ID: 224537